

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT31/12 13.43
CHANGES *** WPXI-TV ***

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

REP. # OFF. # 18 SALESMAN #

BUYER NAME WHITNEY EVERSOLE

SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6183753

CLASS: NATL. LOCAL REGIONAL

PRDCT KEITH ROTHFUS

EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT31/12 13.43

REP: TO JEN
FR LINDSEY FOR CHERYL
M10-14 OK
TTLS \$106,950
PLEASE CONFIRM, THANKS!

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2409

| | | | | | | | | | | | | |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 31 | S | | 700A-800A | 30 | | \$475.00 | 10/8 | 10/12 | 3 | | M-F | 3 |
| 31 | S | | 700A-800A | 30 | | \$475.00 | 10/15 | 10/19 | 3 | | M-F | 3 |
| 31 | S | | 700A-800A | 30 | | \$475.00 | 10/22 | 10/26 | 2 | | M-F | 2 |
| 31 | S | | 700A-800A | 30 | | \$475.00 | 10/29 | 11/2 | 3 | | M-F | 3 |

PROGRAM : TODAY

FROM REP OCT31/12 13.43
CHANGES *** WPXI-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 78 | A | | 500A-530A | 30 | | \$300.00 | 10/31 | 11/2 | 1 | | W-F | 1 |
| PROGRAM : NEWS ORD COM1 : NEWS ORD COM2 : SPOTS ARE BOOKED - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-31 FOR 1 SPOT/WK | | | | | | | | | | | | |
| 79 | A | | 430A-459A | 30 | | \$175.00 | 10/31 | 11/2 | 1 | | W-F | 1 |
| PROGRAM : NEWS ORD COM1 : NEWS ORD COM2 : SPOTS ARE BOOKED - MB PART OF A MAKEGOOD MADE UP OF LINES 78-79 | | | | | | | | | | | | |
| 38 | S | | 400P-430P | 30 | | \$300.00 | 10/8 | 10/12 | 1 | | M-F | 1 |
| 38 | S | | 400P-430P | 30 | | \$300.00 | 10/22 | 10/26 | 0 | | M-F | 0 |
| 38 | S | | 400P-430P | 30 | | \$300.00 | 10/29 | 11/2 | 0 | | M-F | 0 |
| PROGRAM : JUDY CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT29 | | | | | | | | | | | | |
| 80 | A | | 400P-500P | 30 | | \$300.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| PROGRAM : SPEC NEWS COVERAGE ORD COM1 : SPEC NEWS COVERAGE - PRGM CHANGE ORD COM2 : SPOT RAN - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-38 FOR 1 SPOT/WK | | | | | | | | | | | | |
| 39 | S | | 430P-500P | 30 | | \$375.00 | 10/15 | 10/19 | 1 | | M-F | 1 |
| 39 | S | | 430P-500P | 30 | | \$375.00 | 10/29 | 11/2 | 0 | | M-F | 0 |
| PROGRAM : JUDY | | | | | | | | | | | | |
| 81 | A | | 400P-430P | 30 | | \$375.00 | 10/29 | 10/29 | 1 | | MON | 1 |
| PROGRAM : SPEC NEWS COVERAGE ORD COM1 : SPEC NEWS COVERAGE - PRGM CHANGE ORD COM2 : SPOT RAN - MB THIS IS A MAKE-GOOD FOR OCT29 ON LINE-39 FOR 1 SPOT/WK | | | | | | | | | | | | |

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6: UNAPPROVED REV #3 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 13.43
CHANGES ** WPXI-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 82 | A | | 1200N-1230P | 30 | | \$375.00 | 11/1 | 11/2 | 1 | | TH-F | 1 |

PROGRAM : NEWS
ORD COM1: NEWS
ORD COM2: SPOT IS BOOKED-MB
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-39 FOR 1 SPOT/WK
STATION MAKEGOOD OFFERS:

M10 OK'D BUY#31

MISSED:M-F/700A-800A OCT29 30S \$475.00 (OCT30/12)
OFFER:W-F/500A-530A OCT31 30S \$300.00 PLS ADVISE.
& W-F/430A-459A OCT31 30S \$175.00
CMT:NEWS
CMT:SPOTS ARE BOOKED - MB

M11 OK'D BUY#38

MISSED:M-F/400P-430P OCT29 30S \$300.00 (OCT30/12)
OFFER:MON/400P-500P OCT29 30S \$300.00 PLS ADVISE.
CMT:SPEC NEWS COVERAGE - PRGM CHANGE
CMT:SPOT RAN - MB

M12 OK'D BUY#39

MISSED:M-F/430P-500P OCT29 30S \$375.00 (OCT30/12)
OFFER:MON/400P-430P OCT29 30S \$375.00 PLS ADVISE.
CMT:SPEC NEWS COVERAGE - PRGM CHANGE
CMT:SPOT RAN - MB

M13 OK'D BUY#39

MISSED:M-F/430P-500P NOV2 30S \$375.00 (OCT31/12)
OFFER:TH-F/1200N-1230P NOV1 30S \$375.00 PLS ADVISE.
CMT:NEWS
CMT:SPOT IS BOOKED-MB

M14 OK'D BUY#38

MISSED:M-F/400P-430P OCT29 30S \$300.00 (OCT31/12)
OFFER: NONE
CMT:CREDIT - MB

OCT/12 68350.00 NOV/12 38600.00

CONTRACT TOTAL 106950.00
TOTAL SPOTS 129

MARKET TOTALS \$342,403 WPXI 26% KDKA 34% WTAE 25% WPGH 13% CABL 0% WPCW 2% WPMY 0%
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM STATION

OCT30/12 16.4
*** WPXI-TV **

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA
AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT

REP.# OFF.# 18 SALESMAN #

7669 STAGERS LOOP

BUYER NAME WHITNEY EVERSOLE

DELAWARE, OH 43015

SALES PRSN WA- CHERYL BLAIR

ORDER #

CONTRACT # 6183753

PRDCT KEITH ROTHFUS

EST#2409 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES OCT1/12 NOV6/12 WK-6

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE OCT30/12 16.4

REP: TO NSM/NSA
FR CAITLIN FOR CHERYL
M9 OK'D SEE LN 75-77
TTLS RTS
PLS CONFIRM THX 10/24

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
M9 OK'D

BUY#31
BUY#38

MISSED:M-F/700A-800A
M-F/400P-430P
OFFER:FRI/500A-530A
& FRI/530A-600A
& SAT/800A-1030A

OCT22
OCT22 (2/WK)
OCT26
OCT26
OCT27

30S \$475.00
30S \$300.00
30S \$300.00
30S \$400.00
30S \$375.00

(OCT24/12)
PLS ADVISE.

M10 UNRESL BUY#31

MISSED:M-F/700A-800A
OFFER:W-F/500A-530A
& W-F/430A-459A
CMT:NEWS
CMT:SPOTS ARE BOOKED. DEB

OCT29
OCT31
OCT31

30S \$475.00
30S \$300.00
30S \$175.00

(OCT30/12)
PLS ADVISE.

M11 UNRESL BUY#38

MISSED:M-F/400P-430P
OFFER:MON/400P-500P
CMT:SPEC NEWS COVERAGE
CMT:SPOT RAN - MB

OCT29
OCT29
OCT29

30S \$300.00
30S \$300.00
30S \$300.00

(OCT30/12)
PLS ADVISE.

M12 UNRESL BUY#39

MISSED:M-F/430P-500P
OFFER:MON/400P-430P
CMT:SPEC NEWS COVERAGE
CMT:SPOT RAN - MB

OCT29
OCT29
OCT29

30S \$375.00
30S \$375.00
30S \$375.00

(OCT30/12)
PLS ADVISE.

REP HEADLINE# 6183753 TRF# 321742
\$\$\$ MOD# 6: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT31/12 09.09
*** WPXI-TV ***

STATION MAKEGOOD OFFERS:

M13 UNRESL BUY#39 MISSED:M-F/430P-500P NOV2 30S \$375.00 (OCT31/12)
OFFER:TH-F/1200N-1230P NOV1 30S \$375.00 PLS ADVISE.
CMT:NEWS
CMT:SPOT IS BOOKED-MB

M14 UNRESL BUY#38 MISSED:M-F/400P-430P OCT29 30S \$300.00 (OCT31/12)
OFFER: NONE
CMT:CREDIT - MB

CONTRACT TOTAL 107250.00
TOTAL SPOTS 129